

Sampling weights (raising factors) were generated by dividing the actual number of cases for each subarea in the sample into the total population for each subarea:

	<u>Population</u>		<u>Number</u>		<u>Weight Factor</u>
Mountain	948,178	/	211	=	4494
Piedmont	3,623,181	/	279	=	12,986
Coastal Plain	1,389,177	/	236	=	5,886
Tidewater	668,101	/	199	=	3,357
Virginia	814,047	/	208	=	3,914

Dividing these numbers by 6,569 (the number of persons each case in the sample represents of the total population), yields the weights applied in the statistical analysis for the region as a whole. Throughout this report, the analysis for the entire study area was based on weighted data using the following weights:

	<u>Weight Factor</u>		<u>Number</u>		<u>Weight</u>
Mountain	4,494	/	6,569	=	.684
Piedmont	12,986	/	6,569	=	1.977
Coastal Plain	5,886	/	6,569	=	.896
Tidewater	3,357	/	6,569	=	.511
Virginia	3,914	/	6,569	=	.596

Phone numbers for the sample were selected using a random digit dialing technique. This ensures that all households with phones had an equal opportunity of being included in the sample. A professional sampling firm (Survey Sampling, Inc.), generated the random list of telephone numbers for each of the subareas. Each county is represented in proportion to the total for the subarea in which it falls. Three digit prefix numbers were identified for each area and the remaining four numbers were produced randomly. The numbers were then screened to remove businesses and those not in service.

A total of 1,133 interviews were completed: 211 in the Mountain, 279 in the Piedmont, 236 in the Coastal Plain, 199 in the Tidewater, and 208 in Virginia. Interviews averaged 24 minutes in length. Repeated efforts were made to contact households to assure a representative sample. A minimum of twelve attempts were